

## Helping Low-Income Families and Local Communities in Wisconsin

The Supplemental Nutrition Assistance Program (SNAP) offers nutrition benefits to participating clients, supports work, and provides economic benefits to communities. The SNAP brings Federal dollars into communities in the form of benefits which are redeemed by SNAP participants at local food stores. Increasing SNAP participation provides an immediate stimulus to local economies.

### Increase in SNAP Participation Creates Substantial Economic Results

Every \$5 in new SNAP benefits generates 9.00 in total community spending.

The FY 2010 average monthly SNAP benefit was about \$289 per household, which is spent in local food stores.

#### Wisconsin

#### FY 2008 SNAP Participation Data

Total Eligible Participants	604,000	Actual Participants	380,000
Eligible Non-Participants	224,000	Participation Rate	63%
Total Benefits Disbursed	\$ 430,028,000	Total Economic Activity	\$ 430,028,000
Additional Benefits with Full Participation	\$ 88,060,000	Additional Economic Activity with Full Participation	\$ 158,360,000

Because the majority of SNAP benefits are redeemed the month they are issued, SNAP acts as an immediate economic stimulus to struggling local economies. New SNAP benefits also generate additional economic activity as families are able to increase their overall food purchasing power.

#### 5% Increase in SNAP Participation Rate

Total Participants	410,000	Participation Rate	68%
Additional Benefits	\$ 11,900,000	Additional Economic Activity	\$ 21,400,000

#### 10% Increase in SNAP Participation Rate

Total Participants	440,000	Participation Rate	73%
Additional Benefits	\$ 23,800,000	Additional Economic Activity	\$ 42,800,000

#### 15% Increase in SNAP Participation Rate

Total Participants	470,000	Participation Rate	78%
Additional Benefits	\$ 35,700,000	Additional Economic Activity	\$ 64,200,000

#### Notes:

1. These estimates utilize the SNAP multiplier to develop and approximate the total economic activity resulting from existing benefit distribution. The true value is unknown.
2. The number of participants, eligibles, and participation rate in each State as reported in *Reaching those in Need: State Supplemental Nutrition Assistance Program Participation Rates in 2008*.
3. Sum of rows may not equal total due to rounding.
4. The adjusted average benefit among non-participants is assumed to be 38.66 percent of the average among participants in each State.

FNS strongly urges States, local government leaders, neighborhood and faith-based leaders, and others to conduct SNAP outreach. For more information on how you can help, please contact your FNS regional office at 312-353-6664 or the Office of Strategic Initiatives, Partnerships and Outreach at [partnerships@fns.usda.gov](mailto:partnerships@fns.usda.gov).

